From: Ryan Kroll
To: Murray, Susie
Subject: Re: [EXTERNAL] Re: 136 College Avenue
Date: Tuesday, August 1, 2023 6:22:06 AM

Good morning Susie,

Below are our responses to the questions posed that we were able to answer. Also, with regard to the floor plan, the front door is on the bottom of the floor plan but it does not show the doors swinging open. The south side doors lead to an exterior electrical room that is locked at all times and does not allow for access to the interior of the building. I'm happy to jump on a call to discuss this or the answers below if that would be helpful.

1. Whether the use serves public convenience or necessity;

Yes, as this City already determined in its December 14, 2022 letter to the ABC, "public convenience or necessity would be served by the issuance of a Type 20 ABC license." Also noteworthy is that determination was based in part on the fact that the "Santa Rosa Police Department has reviewed the proposal and has not indicated any concerns for the proposed sale of alcohol."

While 7-Eleven attempts to provide its customers with one-stop shopping, it currently is unable to meet the needs of those looking to include a bottle of wine or a craft beer with their grocery purchases. Here, allowing customers from the neighborhood to be able to walk to this 7-Eleven for all of their basic grocery needs such as milk, paper towels, chips, over-the-counter medicines, pet food, eggs, garbage bags, and a bottle of wine will serve the public convenience, reduce travel, and promote gas emissions reductions citywide.

There are only three off-sale ABC licenses within a ¼ mile of this 7-Eleven that customers may walk-in and purchase an alcoholic beverage from (Paro Wines is "internet sales only" of wine). Two of those locations are right at the border of a ¼ mile away, and therefore are at the far-end of what would be considered potentially walkable as it is unlikely people would opt to walk that distance with groceries in hand on the way home versus driving. The Speedway Express that is to the east of the 7-Eleven on College Ave. does not offer the prepared hot foods and fresh fruits and other foods that 7-Eleven does and is operated more as a gas station with an accessory convenience store versus the 7-Eleven, *which is a true small grocery market*. This is true of the two other locations as well as none of them offer the same variety and breadth of products that 7-Eleven does.

Thus, within the walkable distance of this 7-Eleven, there is no other market that can offer the same array of products and convenience to its customers as this 7-Eleven and the approval of the sale of a nominal amount of beer and wine will serve the public convenience and further the City's goal of increasing the "livability" of neighborhoods, reducing travel, and promoting gas emissions reductions.

2. The crime rate in the reporting district and adjacent reporting districts as compared to other areas in the City;

Unfortunately, we do not have any information about this.

3. The number of alcohol licenses per capita in the reporting district and in adjacent reporting districts as compared to the county-wide average;

Census Tract No.	Census Tract Population	Authorized # of Off-Sale	Active # of Off-Sale
1530.02 (Subject	6,578	10	11 active and 1 surrendered

Site)			
1530.01	7,397	11	5 active and 1 surrendered
1530.03	5,834	9	3 active
1530.06	7,343	11	4 active
1519	2,921	4	1 active
1520	2,168	3	7 active
1521	2,804	4	3 active
TOTAL	35,045	52	34 active and 2 surrendered

4. The numbers of alcohol-related calls for service, crimes or arrests in the reporting district and in adjacent reporting districts;

Unfortunately, we do not have any information about this.

5. The proximity of the alcoholic beverage outlet to residential districts, day care center, park and recreation facilities, places of religious assembly, and schools;

- Subject site is immediately adjacent to residential uses; however, the uses are adequately separated by buffers such as fencing and landscaping.
- There are no day care centers located within proximity to the subject site
- The closest school, Storybook Village Preschool, is located approximately 940 feet away from the subject site and there are numerous uses in between that prevent any visibility of the other use.
- The closest place of assembly, Saint Rose Catholic Church, is located approximately 1,500 feet away from the subject site
- The closest park, Harvest Park, is located approximately 1,580 feet away from the subject site

6. Whether the site plan and floor plan incorporated design features to assist in reducing alcohol related problems. These features may include, but are not limited to, openness to surveillance and control of the premises, the perimeter, and surrounding properties; reduction of opportunities for congregating and obstructing public ways and neighboring property; illumination of exterior areas; and limiting furnishings and features that encourage loitering and nuisance behavior.

7-Eleven is a very experienced operator and purveyor of alcoholic beverages. 7-Eleven has a very extensive surveillance system with cameras that cover almost every part of the premises inside and out. 7-Eleven has already installed the maximum lighting and illumination allowed by the City around the building as well as under the gas canopy and surrounding the parking lot.

There are no furnishings outside or inside the store for people to use to congregate and 7-Eleven follows the best practices of CPTED as needed for its premises.

Additionally, this location has instituted a practice of having one of its staff members walk around the store exterior and area around the premises to ensure there is no objectionable activity and to pick up trash or debris. While generally unnecessary, out of an abundance of caution, store employees are trained specifically how to professionally and cordially ask persons that are loitering to move along (which happens very infrequently due to our no-tolerance policy).

--
Ryan M. Kroll

SOLOMON, SALTSMAN & JAMIESON
A Partnership including Professional Corporations
25 NW 23rd Place, Suite 6 #363
Portland, Oregon 97210
Phone: 503-236-8050
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On Thu, Jul 27, 2023 at 4:01 PM Murray, Susie <SMurray@srcity.org> wrote:

> I'm supposed to have my staff report done next Tuesday. If I have to fill in a few blanks, end of next week should be fine.
>
> **Susie Murray | Senior Planner | Staff Liaison to the Cultural Heritage Board**
>
> Planning and Economic Development |100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404
>
> Tel. (707) 543-4348 | Fax (707) 543-3269 | SMurray@srcity.org
>
>
>
>
> ---
>
> **From:** Ryan Kroll <rkroll@ssjlaw.com>
> **Sent:** Thursday, July 27, 2023 12:57 PM
> **To:** Murray, Susie <SMurray@srcity.org>
> **Subject:** Re: [EXTERNAL] Re: 136 College Avenue
>
> Got it. Will weigh in on what we can as I don't have all of that information. Will definitely get you number of licenses in reporting district. When do you need this by?

Sent from my iPhone.

On Jul 27, 2023, at 11:45 AM, Murray, Susie <SMurray@srcity.org> wrote:

No, I just wanted to be for-sure, for-sure. Here's the entire list from the Zoning Code. Feel free to weigh in on all of them:

1. Whether the use serves public convenience or necessity;

2. The crime rate in the reporting district and adjacent reporting districts as compared to other areas in the City;

3. The number of alcohol licenses per capita in the reporting district and in adjacent reporting districts as compared to the county-wide average;

4. The numbers of alcohol-related calls for service, crimes or arrests in the reporting district and in adjacent reporting districts;

5. The proximity of the alcoholic beverage outlet to residential districts, day care center, park and recreation facilities, places of religious assembly, and schools;

6. Whether the site plan and floor plan incorporated design features to assist in reducing alcohol related problems. These features may include, but are not limited to, openness to surveillance and control of the premises, the perimeter, and surrounding properties; reduction of opportunities for congregating and obstructing public ways and neighboring property; illumination of exterior areas; and limiting furnishings and features that encourage loitering and nuisance behavior.

Susie Murray | Senior Planner | Staff Liaison to the Cultural Heritage Board

Planning and Economic Development |100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4348 | Fax (707) 543-3269 | SMurray@srcity.org

<image001.jpg>

From: Ryan Kroll <rkroll@ssjlaw.com>

Sent: Thursday, July 27, 2023 6:04 AM
To: Murray, Susie <SMurray@srcity.org>
Subject: [EXTERNAL] Re: 136 College Avenue

Hi Susie,

Yes, we'll get back to you right away on this. One quick question: The first two requests look to be identical - am I reading that correctly?

--
Ryan M. Kroll

SOLOMON, SALTSMAN & JAMIESON

A Partnership including Professional Corporations

25 NW 23rd Place, Suite 6 #363

Portland, Oregon 97210

Phone: 503-236-8050

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_____
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by return e-mail or by e-mail to rkroll@ssjlaw.com, and then destroy this communication and all copies thereof, including all attachments.

On Wed, Jul 26, 2023 at 8:08 PM Murray, Susie <SMurray@srcity.org> wrote:

> Ryan,
>
> I think you'll be able to help me address the items listed below, which are needed for the staff report:
>
> - The number of alcohol licenses per capita in the reporting district and in adjacent reporting districts as compared to the county-wide average
> - The number of alcohol licenses per capita in the reporting district and in adjacent reporting districts as compared to the county-wide average.
> - Whether the site plan and floor plan incorporated design features to assist in reducing alcohol related problems. These features may include, but are not limited to, openness to surveillance and control of the premises, the perimeter, and surrounding properties; reduction of opportunities for congregating and obstructing public ways and neighboring property; illumination of exterior areas; and limiting furnishings and features that encourage loitering and nuisance behavior.
> - The floor plan doesn't make sense to me. The front door looks like it comes from the south end of the building, not the elevation that faces the gas pumps. Could you maybe add some street names and/or explain it to me?
>
> <image002.png>
>
> Thanks much,
>
> Susie
>
> **Susie Murray | Senior Planner | Staff Liaison to the Cultural Heritage Board**
>
> Planning and Economic Development |100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404
>
> Tel. (707) 543-4348 | Fax (707) 543-3269 | SMurray@srcity.org

City of Santa Rosa
Planning & Economic
Development Department
Aug 24, 2022
RECEIVED

7-Eleven Store No. 41351

Project Description

The Applicant is submitting this Conditional Use Permit and Determination of Public Convenience or Necessity ("PC or N") Application authorizing the sale of a small amount of beer and wine at the existing 7-Eleven located at 136 College Avenue, Santa Rosa, CA 95401 (APN 010-122-040-000). No construction nor change to the premise or its footprint is proposed. The property is located in the NMU (Neighborhood Mixed Use) Zone within the Downtown Station Area Specific Plan. According to the Plan, the NMU designation allows for "new multi-family residential development in in all-residential or mixed use buildings, together with a broad mix of uses that primarily serve local residents, including professional office, retail, entertainment, service, and other neighborhood-scale supporting uses." (See Plan, p.2-9) 7-Eleven currently offers a variety of goods and services that customers expect at a full service "one stop shop" market, including basic grocery needs, medicines, household goods, childcare products, and many more everyday household items, and is requesting approval for the sale of a small amount of beer and wine to continue providing this appropriate shopping option to the surrounding community. The continued operation of this store will continue to provide a retail service that is beneficial and convenient to the community.

The authorization of the sale of a small amount of beer and wine at the existing 7-Eleven will serve the Public Convenience or Necessity pursuant to Business and Professions Code Section 23958.4. Business and Professions Code Section 23958.4 is sometimes misconstrued as permitting only a certain number of ABC licenses in a particular area. But such a construction ignores the fact that a condition of undue concentration may exist, as in this case, because of good planning and zoning, not in spite of it. The term "undue concentration" is specifically defined in Business and Professions Code Section 23958.4 as simply a ratio of the number of licenses in a particular census tract based upon its population. It does not mean that this particular census tract necessarily has too many licenses for the needs or convenience of the community. Because the undue concentration statistics are determined by the number of people living in the census tract, which in this case the property is zoned mixed use (NMU), the undue concentration ratio is often exceeded because a census tract is comprised of commercial uses along with residential uses. Thus, as the result of thoughtful planning design, a census tract, such as the one here, will be statutorily overconcentrated because the city intended to have mix of businesses in the area along with residences. Currently, within the 1530.02 Census Tract there are ten (10) off-site licenses authorized and currently twelve (12) active off-site licenses and one surrendered off-sale license. Thus, the adding of one more Type 20 beer and wine license would reflect the goals of planning to have business uses mixed with residential so as to ensure those residences have convenient access to the businesses needed to support them.

7-Eleven Inc. is a nationally recognized brand of convenience stores, operating with adherence to strict corporate policies to ensure the responsible retailing of alcoholic beverages. The subject 7-Eleven Store is and will remain consistent with the Santa Rosa Municipal Code, General Plan, and Specific Plan with the approval of this Conditional Use Permit. In fact, according to the Santa Rosa General Plan, one of the goals of the Plan is to "[e]ncourage retail diversity in the downtown, including the establishment to small specialty retail shops, pop up retail, boutiques, arts, winery, restaurant, and entertainment uses, as well as residential and convenience shopping." (See Plan, page 10-8) 7-Eleven is consistent with this goal, as this is an existing, local business that will continue to serve the needs of local residents while adding to the diversification of retail in the downtown area. By approving this CUP to expand upon the products offered, the store will further serve the public convenience as the availability of an incidental amount of beer and wine at the business is a desired amenity for this community as evidenced by the repeated requests by customers for these products.

This 7-Eleven site is located in an area with various commercial and residential uses. A local retail business is consistent with other uses in the community, as it is a commercial use providing neighborhood convenience for household products including the incidental sale of alcoholic beverages. 7-Eleven will continue to operate in

harmony with the local community and will continue to have a positive economic impact on the surrounding neighborhood. In the time that 7-Eleven has operated at this location, it has shown that 7-Eleven is proper in relation to the adjacent uses and development of the community. There is no reason to expect that the continuation of this business with its authorization for the off-site sale of an incidental amount of a beer and wine will not continue to operate as the responsible and trusted community-oriented local business that this community has come to expect and rely on.

The Applicant maintains a well-lit and clean store and will take its responsibility as alcohol retailers very seriously in order to ensure the sale of alcohol does not negatively impact surrounding residents, businesses or sensitive uses. Additionally, in order to maintain the premises in a safe, clean, and responsible manner, the Applicant, along with the management team, trains its employees to monitor the interior and exterior of the premises. As part of this policy and training, employees are expected to conduct regular site walks and inspections of the premises throughout the day in order to clean up any trash or debris as well as promptly deter any loitering, panhandling or other objectionable activity. The Applicant takes pride in owning and operating this trusted and safe community-oriented business in the city of Santa Rosa. Initial and continued training is an important and fundamental element that will ensure that this store continues to operate in the same responsible manner as it has since it opened. Training segments are conducted with all staff regarding security, safety, deterrent strategies to discourage loitering, facility maintenance and operations, responsible sales of age-restricted products, accident prevention, and workplace safety. Additionally, if any graffiti occurs, then the franchisee promptly addresses the matter in order to have the graffiti cleaned and/or painted over within 24-48 hours.

7-Eleven has installed digital surveillance cameras that maintain recorded footage for at least thirty (30) days and are situated in both the interior and exterior of the store. The security footage is shared with law enforcement upon request. All lighting is sufficient to ensure that individuals are easily identifiable, but the lighting is not too bright to disturb any nearby neighbors. The windows and low-profile displays are appealing to customers and law enforcement as it improves their ability to view the interior of the convenience store day and night. Further, exterior advertising is minimized in order to allow law enforcement the ability to view the store interior from the street.

Loitering and/or panhandling are not tolerated at this business. As stated above, management trains its employees to monitor the interior and exterior of the premise. As part of this policy and training, employees are expected to conduct regular site walks and inspections of the premise throughout the day in order to promptly deter any loitering, panhandling or other objectionable activity. Additionally, proper and adequate signage exists prohibiting loitering. Furthermore, staff will ensure there are no open alcoholic beverages or consumption of alcohol on the premise. Signage is also be posted to this effect to properly inform individuals of such prohibition.

In addition to all store operations-related training and consistent with Business and Professions Code section 25658.4, 7-Eleven requires employees to sign the Clerk's Affidavit informing employees of the laws related to selling alcoholic beverages. 7-Eleven requires that employees request an identification from any person who appears 30 or under if that person is attempting to purchase an age-restricted product. Training segments also include identifying acceptable forms of identification and identifying false identifications. Further, the cash registers are programmed to identify age-restricted products, like alcohol, and require the employee to check identification and enter a date of birth or scan the identification of the purchaser before completing the sale.

The Applicant has learned that a prior operator (Chevron) had applied for a CUP to sell beer and wine back in 2003. While Chevron is primarily known for being a gas station operator that has a convenience store as an accessory use, 7-Eleven is known primarily as a convenience store operator and in this case is doing so in conjunction with an existing gas station.

Customers regularly expect that a 7-Eleven market will be able to meet their "one-stop" shopping needs such as milk, paper towels, chips, over-the-counter medicines, pet food, eggs, and garbage bags, and which includes having a limited selection of beer and wine so that a bottle of wine or a six-pack may be purchased in conjunction with other sundries so that a customer can avoid the need to go to a larger grocery store for all of their needs or a liquor store after their visit to the 7-Eleven market. As 7-Eleven is in the convenience business, including a nominal amount of beer and wine that is generally expected at its stores promotes efficiency and is aligned with planning principles intended to increase walkability of neighborhoods and decrease reliance upon vehicles.

Additionally, it is worth noting that part of the denial in 2003 of Chevron's CUP application was based upon the General Plan in effect at that time. However, the City adopted its current 2035 General Plan in November 2009 and many of the Goals and Policies in this current General Plan support approving this CUP application.

The Applicant would like to take this opportunity to highlight some of the many changes that exist between Chevron's prior application in 2003 and 7-Eleven's current application by addressing the stated reasons for denial of the 2003 application as detailed below. It is also worth noting that the City has already determined that "public convenience or necessity would be served by the issuance of a Type 20 ABC license" and that in that December 12, 2022 letter to the ABC (attached as **Exhibit 1**), it was noted that the "**Santa Rosa Police Department has reviewed the proposal and has not indicated any concerns for the proposed sale of alcohol**."

While it was concluded that the 2003 CUP application was not consistent with the General Plan in place at that time, the current General Plan supports this CUP application to add the additional convenience of a small amount of beer and wine to ensure one-stop shopping for those in the neighborhood. For instance:

- **LUL- A – Foster a compact rather than a scattered development pattern in order to reduce travel, energy, land, and materials consumption while promoting gas emission reductions citywide**.

  Here, allowing customers from the neighborhood to be able to walk to this 7-Eleven for all of their basic grocery needs such as milk, paper towels, chips, over-the-counter medicines, pet food, eggs, garbage bags, and a bottle of wine will reduce travel and promote gas emissions reductions citywide.

  As noted in the ¼ mile radius map provided herewith as **Exhibit 2**, there are only 3 off-sale ABC licenses within a ¼ mile of this 7-Eleven that customers may walk-in and purchase an alcoholic beverage from (Paro Wines is "internet sales only" of wine). 2 of those locations are right at the border of a ¼ mile away and therefore are at the far-end of what would be considered potentially walkable as it is unlikely people would opt to walk more than that distance with groceries in hand on the way home versus driving. The Speedway Express that is to the east of the 7-Eleven on College Ave. does not offer the prepared hot foods and fresh fruits and other foods that 7-Eleven

does and is operated more as a gas station with an accessory convenience store versus the 7-Eleven, *which is a true small grocery market*. This is true of the two other locations as well as none of them offer the same variety and breadth of products that 7-Eleven does.

Thus, within the walkable distance of this 7-Eleven, there is no other market that can offer the same array of products and convenience to its customers as this 7-Eleven and the approval of the sale of a nominal amount of beer and wine will further the City's goal of reducing travel and promoting gas emissions reductions.

- **LUL-E – Promote livable neighborhoods… Ensure that everyday shopping, park and recreation facilities, and schools are within easy walking distance of most residents.**

  Similar to the above concerning **LUL- A**, the approval of the sale of a nominal amount of beer and wine in conjunction with the hot prepared foods, fresh fruit and foods, and all other sundries (cold medicine, toilet paper, dog food, household cleaners, etc.) available at a 7-Eleven will provide nearby residents with "everyday shopping" that is "within easy walking distance." Again, the City's focus on *easy* walking distance means that the appropriate comparables are other locations within a ¼ mile as reflected on the attached radius map.

- **LUL-E-2 – As part of planning and development review activities, ensure that projects, subdivisions, and neighborhoods are designed to foster livability.**

  On aspect to "livability" is having a resident's everyday shopping needs met with a convenient market at which most or all of one's grocery and sundry needs can be met such as milk, paper towels, chips, over-the-counter medicines, pet food, eggs, yogurt, and garbage bags. While 7-Eleven does provide its customers with one-stop shopping, it currently is unable to meet the needs of those looking to include a bottle of wine or a craft beer with their grocery purchases. As the other locations within a ¼ mile do not offer the same variety of products for purchase, a variety more on par with a larger grocery store than a liquor store or c-store operated by a predominantly gas station operator, nearby residents sometimes cannot meet their full everyday needs at any market nearby and therefore must venture a distance by car or bus to a large format grocery store for those needs, which thereby deprives them of a neighborhood that fosters "livability."

  Thus, approving the application here, will further **LUL-E-2**'s component of "**Diversity and Choice**" by giving residents the ability to shop at a market that is focused primarily on being a market and giving customers the choice to obtain all of their needs at a smaller market versus driving to a large format grocery store that is not only further away but is less efficient.

  Therefore, approving the sale of a small amount of beer and wine at this 7-Eleven market will thereby improve and foster the "livability" of the neighborhood and add to everyone's convenience.

- **LUL-I-3 – Allow neighborhood centers that includes small grocery stores, cleaners, and similar establishments, where they can be supported, within walking distance of residential uses.**

As established in each of the above, the approval of the sale of a nominal amount of beer and wine in conjunction with the hot prepared foods, fresh fruit and foods, and all other sundries available at a 7-Eleven will provide nearby residents with a small grocery store "within walking distance of residential uses."

- **Downtown Station Area Specific Plan - LUL-L-3 – Create pedestrian friendly environments and provide convenient connections to the transit facility for all modes of transportation.**

  As established above, the approval of the sale of a nominal amount of beer and wine in conjunction with the hot prepared foods, fresh fruit and foods, and all other sundries available at a 7-Eleven will "create pedestrian friendly environments."

Other concerns expressed in 2003 include:

- Loitering with respect to the dead-end street behind the market. However, please note that there is now a wrought-iron fence that would prevent any customer from easily accessing the dead-end street. Additionally, the current operator has employees on at least a daily basis walking the nearby area to deter loitering and pick up any trash, which trash is typically not from 7-Eleven products.
- Significant transient population – The neighborhood has changed in 20 years and the significant transient population described in 2003 is not present today, although there is of course some transient population at levels consistent with those generally of the city as a whole. To address these concerns, 7-Eleven proposed the following conditions to volunteer on its ABC license: no sale of single beer containers less than 20 oz. (to allow sale of craft beers often in 22 oz. format), hours of sale limited to 10am to 10pm, and no fortified wines or malt liquor.
- Other location nearby also sell alcohol – As established above, there is no market within ¼ mile that offers the same wide variety of products (hot prepared meals, fresh fruit and foods, other groceries and sundries) that this 7-Eleven does. Accordingly, the City already determined that this application would serve the public convenience or necessity as set forth in the December 12, 2022 letter to the ABC attached as **Exhibit 1**. Additionally, it appears that the focus in 2003 was on locations within a mile radius; however, the current General Plan is pushing for "everyday shopping… within easy walking distance" and expecting people to choose to walk a mile with groceries is inconsistent with the current General Plan's goals of wanting residents to opt not to drive for everyday shopping. Thus, the appropriate distance to consider is the walkable distance with groceries of ¼ mile or less.
- Not consistent with neighborhood – this is a different operator that focuses primarily on convenience markets and not gas stations and is readily familiar with how to safely and responsibly sell a small amount of beer and wine so as not to cause any nuisance but instead provide exactly what the neighborhood wants: convenience and walkability. Accordingly, as set forth in the City's letter to the ABC attached as **Exhibit 1**, it was noted that the "**Santa Rosa Police Department has reviewed the proposal and has not indicated any concerns for the proposed sale of alcohol**."

Additionally, 7-Eleven conducted a neighborhood meeting about this CUP application on March 28, 2023 and *not a single person showed up to express any concern or issue with this application***.**

- Will not serve public health, safety or welfare. As established above, allowing this local convenience market to provide its intended full array of products will increase the public health and welfare by giving the community a more walkable store and this operator's diligence and experience in responsibly selling a small amount of beer and wine will ensure that the public safety is protected. Again, Accordingly, as set forth in the City's letter to the ABC attached as **Exhibit 1**, it was noted that the "**Santa Rosa Police Department has reviewed the proposal and has not indicated any concerns for the proposed sale of alcohol**."

Thus, as twenty years has elapsed, and the current operator provides a true small grocery store versus a typical c-store at a gas station, the current CUP application should be granted as it conforms to the goals of the General Plan now in effect and better reflects the neighborhood as it has changed over the last two decades.

EXHIBIT 1

City of Santa Rosa
PLANNING & ECONOMIC DEVELOPMENT

December 14, 2022

Alcohol Beverage Control
50 D Street, Suite 130
Santa Rosa, CA 95404

RE: REQUEST FOR DETERMINATION OF PUBLIC CONVENIENCE OR NECESSITY (PCN) FOR TYPE 20 LICENSE FOR THE OFF SALE OF BEER AND WINE FOR 7-ELEVEN, INC., LOCATED AT 136 COLLEGE AVENUE, SANTA ROSA; FILE NO. PCN22-002

Section 23958.4(b)(2) of the Business and Professions Code permits the Department of Alcoholic Beverage Control (ABC) to issue licenses for the sale of alcoholic beverages provided the governing body of the area in which an applicant's premises would be located determines that public convenience or necessity is served by the issuance.

On August 24, 2022, 7-Eleven, Inc. submitted a request for determination of Public Convenience or Necessity for an existing convenience store located at 136 College Avenue, for a Type 20 License for the off-sale of beer and wine in compliance with ABC regulations.

Statistical information reported by the ABC indicates this location is within an area with a high concentration of liquor licenses. The Santa Rosa Police Department has reviewed the proposal and has not indicated any concerns for the proposed sale of alcohol.

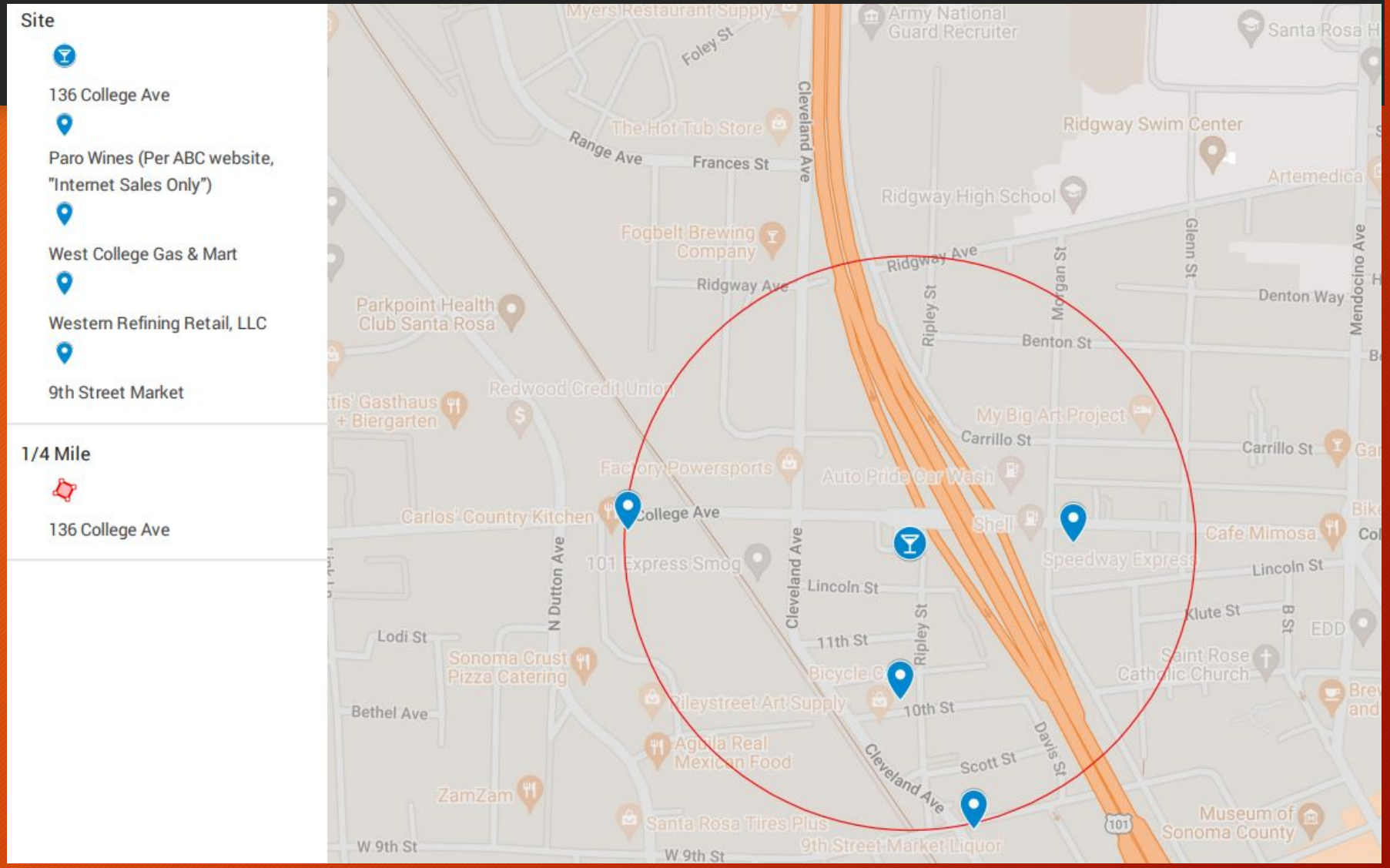
After review of the application for the proposed sale of alcohol for an existing convenience store, it has been determined that public convenience or necessity would be served by the issuance of a Type 20 ABC license. This determination is final unless appealed within 10 calendar days.

Sincerely,

Jessica Jones

Jessica Jones, Deputy Director - Planning
Planning and Economic Development Director

c: File

EXHIBIT 2

Active ABC Licenses Within a ¼ Mile Radius